



**CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK**

Tuesday, July 08, 2025

COMMITTEE MEETING NOTICE


AD 12

SINGH, Gurpreet, Agent
FIVE RIVERS ENTERPRISE LLC
1401 W GREENFIELD Av
Milwaukee, WI 53204

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Friday, July 18, 2025 at 10:40 AM

The access code is <https://meet.goto.com/217191685>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Food Dealer Licenses Application as agent for "Five Rivers Enterprise LLC" for "MAX LIQUOR AND FOOD" at 1401 W GREENFIELD Av. 

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov



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7577 S JOSHUA CT
Franklin, WI 53132

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License Division Manager**

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 06/03/25
LICENSE TYPE: AMALT
NEW: ☐
RENEWAL: ☒

No. 381614
Application Date:

License Location: 1401 W Greenfield
Business Name: Max Liquor & Food

Licensee/Applicant: Patel, Ushaben
(Last Name, First Name, MI)
Date of Birth: 09/04/91

Home Address: 4845 S Katelyn Cr #104
City: Greenfield State: WI Zip Code: 53220
Home Phone:

This report is written by Police Officer Penny Monreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 10/23/24 at 7:19p.m., Milwaukee Police were dispatched to a Battery at 1401 W. Greenfield. Investigation a tenant was having a party in the back, with one subject causing a disturbance. Fearing this would scare customers the employee went outside to ask the subject to leave, at which time the subject began punching the employee causing injury. The business was cooperative and allowed officers to view video of the incident.

=====

PREVIOUS PREMISE

Date:12/13/22
Officer: Vodicka

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Convenience Store/Liquor Store Inspection

Name of Premise: Max Liquor & Food
Address: 1401 W Greenfield Av
Phone: 414-935-2567

Owner: Five Rivers Enterprise LLC
Owner address: 1401 W Greenfield Av
City State Zip:
Owner Phone:
Owner email:

Manager: Gurpreet Singh
Home Address: 7577 S Joshua Ct
City State Zip: Franklin, WI 53132
Phone: 412-742-1546
Email: GPSR@Outlook.com

Preferred contact: Same

Location currently open: ☒ YES ☐ NO

Projected open date: 02/01/23

Day's open: ☐S ☐M ☐T ☐W ☐Th ☐F ☐SA ☒ALL

Hours of Operation: Sun: 8a-9p ☐24 hours ☐Y ☒N
Mon: "
Tue: "
Wed: "
Thu: "
Fri: "
Sat: "

Premise Type: ☐Liquor Store
☒Convenience Store
☐Other:

Licenses currently held:
Alcohol: ☐Yes ☒No Class: #:

Tobacco: ☐ Yes ☒ No #:
 Food: ☐ Yes ☒ No #:
 Extended Hours: ☐ Yes ☒ No #:
 Secondhand Dealer: ☐ Yes ☒ No Type: #:
 Other: ☐ Yes ☐ No Type: #:
 Other: ☐ Yes ☐ No Type: #:

Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all the apply)
 - a. ☐ Park
 - b. ☐ School
 - c. ☐ Youth Center
 - d. ☒ Church
 - e. ☒ Tavern(s) If so, how many 1
 - f. ☒ Residential
 - g. ☒ Other businesses
 - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☒ Yes ☐ No
6. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☐ Yes ☐ No
8. Is the parking lot well lit? ☐ Yes ☐ No
9. Are there areas where a person could conceal themselves ☐ Yes ☒ No
10. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
11. Exterior Payphone? ☐ Yes ☒ No
12. Are there No Loitering Signs posted? ☒ Yes ☐ No
13. Are there exterior security cameras ☒ Yes ☐ No How Many: 5
14. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

15. Does this location have security cameras? ☒ Yes ☐ No
16. Are they in working order? ☒ Yes ☐ No
17. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. VCR ☐ Yes ☐ No
 - d. Recorded ☒ Yes ☐ No
18. How long is footage stored for later viewing: 14-16 days
19. Are there exterior cameras ☒ Yes ☐ No How many: 5
20. Are there interior cameras ☒ Yes ☐ No How many: 16
21. Do all employees know how to retrieve recorded digital images/footage? ☒ Yes ☐ No

Interior Survey:

22. Is the storeowner willing to be a standing complainant regarding loitering? ☒ Yes ☐ No
 a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☒ Yes ☐ No
23. Is the interior of the location neat and clean? ☒ Yes ☐ No
24. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
25. Is there a lockable area that separates employees from customers? ☐ Yes ☒ No
26. Does the store sell single chore boy? ☐ Yes ☒ No
27. Does the store sell blunt wraps? ☒ Yes ☐ No
28. Does the store sell scales? ☐ Yes ☒ No
29. Does the store sell items that may be used as crack pipes? ☐ Yes ☒ No
 a. Describe item
30. Does the store have an over abundance of sandwich baggies: ☐ Yes ☒ No
31. Does the owner understand that these items are often used for drug use? ☒ Yes ☐ No
32. Do the products in the store appear to be new and rotated often? ☐ Yes ☐ No
33. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
34. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
 a. Did you provide a district contact guide to the owner? ☒ Yes ☐ No

Complete this section if alcohol establishment is a convenience store:

(** Read full ordinance for all details "68-4.3 Convenience Food Stores")

All convenience food stores not exempted under sub. 3 shall:

1. Is the cash register located in a manner so that at the time of a sales transaction, the employee and customer are both visible from the sidewalk? ☒ Yes ☐ No **
2. Are the glass entrance and exit doors clear of any signs or advertisements with the exception of a sign which states that the cash register contains \$50 or less and that the safe is no accessible to employees? ☐ Yes ☒ No
3. Does the store maintain one of the following on the licensed premise:
 - a. A safe that was in use at the convenience food store on August 17, 1994? ☒ Yes ☐ No
 - b. A drop-safe or time release safe that weighs at least 500 pounds or which is attached to or set into the floor in a manner approved by the police department? ☐ Yes ☒ No
4. Is lighting provided for the store's parking area during all hours of darkness when employees or customers are on the premises at a minimum average of 2-foot candles per square foot, unless the store is not open for business after sunset and before sunrise? ☐ Yes ☐ No ☒ N/A
5. Are at least two high-resolution surveillance security cameras installed? ☐ Yes ☐ No
6. Are the security cameras in working order? ☒ Yes ☐ No
7. Does one camera show an overall view of the counter and register area? ☒ Yes ☐ No
8. Does one camera show a clear, identifiable, full frame image of the face of each person entering and leaving the store? ☒ Yes ☐ No
9. Are the camera views obstructed by fixtures or displays? ☐ Yes ☒ No
10. Is the recorded footage stored for at least 30 days? ☒ Yes ☐ No
11. Do all store employees know how to record footage from the camera system to media capable of being transferred to police custody? ☐ Yes ☒ No
12. Are customer entrances/exits made of glass or other transparent material? ☐ Yes ☐ No
 - a. Exception: A store that does not have such doors on August 17, 1994 shall not be required to install such doors until the holder of the store's food dealer license changes.
13. Has the owner and their employees attended the Robbery Prevention Training within 120 days of ownership or employment? ☒ Yes ☐ No
 - a. Contact Community Outreach and Education at 935-7836 for schedule.

Sub 3. Exemptions. The requirements of this section do not apply to a convenience food store that conforms to either of the following descriptions:

- a-1. The store is located in an enclosed shopping structure, enclosed commercial building or hospital. A convenience food store is not in an enclosed structure or building if a customer can enter it directly from the outside.

Does store conform to a-1 ☐ Yes ☒ No

- a-2 The store physically separates employees from customers with a solid partition that bars a person from entering the employee area from the customer area, has a secure lock on the employee side of any door between the employee area and the customer, and conducts all transaction through a service window or similar arrangement.

Does store conform to a-2 ☐ Yes ☒ No

- a. At the commissioner's discretion, a convenience store may be exempted from any or all of the regulations specified in sub 2.

Does this location hold an exemption from the commissioner regarding any of the requirements of Sub 2? ☐ Yes ☒ No

ADDITIONAL COMMENTS/RECOMMENDATIONS:

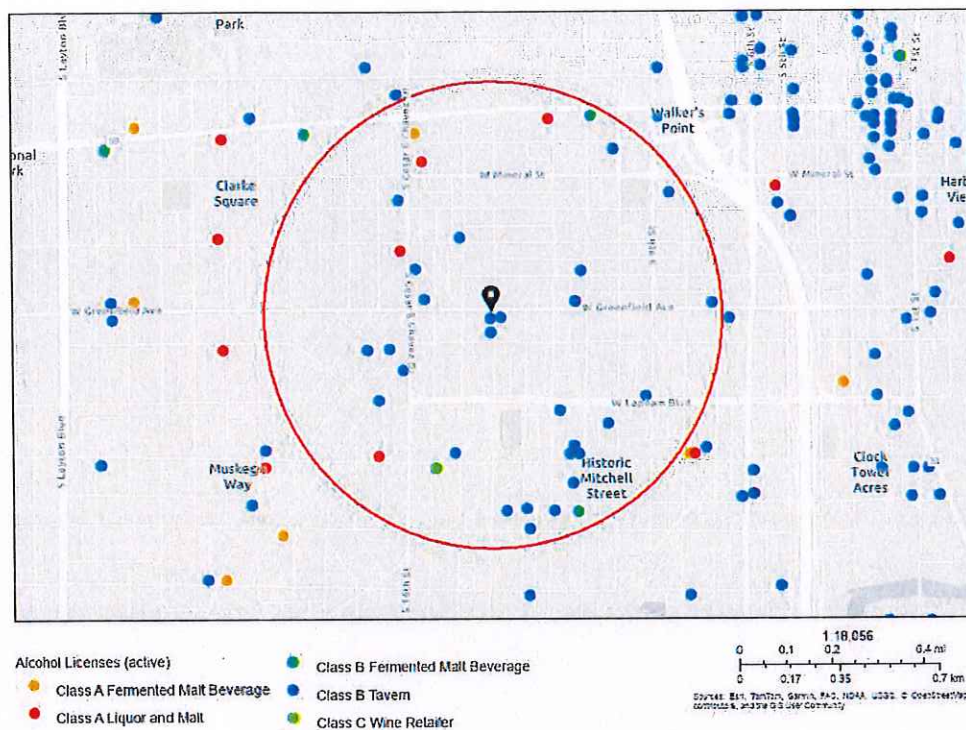


City Concentration Map for 1401 W Greenfield Ave

Area of Interest (AOI) Information

Area : 21,862,585.85 ft²

May 29 2025 9:52:04 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	38		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	EL REY SPIRITS, INC	EL REY SPIRITS, INC	ERNESTO VILLARREAL, Agt	916 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		6/29/2025, 7:00 PM	1
2	DEL VALLE OAX INC.	Del Valle Oaxaqueno & La Casa Del Pan	Miriam E De Garcia, Agt	1100 W HISTORIC MITCHELL ST	Class B Tavern License		6/30/2025, 7:00 PM	1
3	Debbie Coops LLC	The Tool Box	Debra J Torres, Agt	1500 W Scott ST	Class B Tavern License		7/31/2025, 7:00 PM	1
4	Tacos Gemelos Restaurant LLC	Los Gemelos Tacos	Juan G Antunez Gomez, Agt	1116 W HISTORIC MITCHELL ST	Class B Tavern License	49	7/22/2025, 7:00 PM	1
5	El Barril	El Barril	JOSE L TERRONES, SP	1586 S PEARL ST	Class B Tavern License	59	7/5/2025, 7:00 PM	1
6	La Carreta Vieja Restaurant LLC	La Carreta Vieja Restaurant	ABEL SANTOS, Agt	1339 W GREENFIELD AV	Class B Tavern License	223	7/26/2025, 7:00 PM	1
7	BETO'S PIZZA LLC	Beto's Pizza LLC	Jair A Varela-Caballero, Agt	1234 S CESAR E CHAVEZ DR	Class B Tavern License		6/18/2025, 7:00 PM	1
8	Sky Pub and Grill LLC	Sky Bar	Ruben Albanil Coyolt, Agt	1339 S 7TH ST	Class B Tavern License	75	7/29/2025, 7:00 PM	1
9	LA GUADALUPA NA	LA GUADALUPA NA/CAFE EL SOL	Sandra Astorga, Agt	1028 S 9TH ST	Class B Tavern License	170	9/5/2025, 7:00 PM	1
10	Restaurante El Local LLC	Restaurante El Local	JESUS SOTO CRUZ, Agt	1801 S 11th ST	Class B Fermented Malt Beverage Retailer's License		7/28/2025, 7:00 PM	1
11	Colombia Tropical	Colombia Tropical	RODRIGO DIEZ, Agt	1629 S 10TH ST	Class B Tavern License	90	7/28/2025, 7:00 PM	1
12	Johanna's Cakes & Desserts LLC	Johanna's Cafe	Johanna Ortiz, Agt	1239 S 11th ST	Class B Tavern License		7/29/2025, 7:00 PM	1
13	GUADALAJAR A CORPORATIO N	GUADALAJAR A RESTAURAN T	GENOVEVA LOZADA, Agt	901 S 10TH ST	Class B Tavern License	50	9/22/2025, 7:00 PM	1
14	Acosta Restaurant LLC	El Tlaxcalteca Restaurant	Evaristo Acosta Pena, Agt	1300 W Burnham ST	Class B Tavern License		9/25/2025, 7:00 PM	1
15	RESTAURANTE GUELAGUET ZA LLC	RESTAURANTE GUELAGUET ZA	Lucia Antonio Perez, Agt	1039 W National AV	Class B Fermented Malt Beverage Retailer's License		10/22/2025, 7:00 PM	1
16	El Pelon Bar	El Pelon Bar	Joel Velasco Garcia, SP	1832 S 13TH ST	Class B Tavern License	25	10/20/2025, 7:00 PM	1

17	LA CARRETA LLC	La Carreta Vieja Night Club	Abel Santos, Agt	1339 W GREENFIELD AV 2nd FLOOR	Class B Tavern License		11/8/2025, 6:00 PM	1
18	JALISCO RESTAURANT, LLC	JALISCO RESTAURANT	CARLOS E CASERES, Agt	1035 S CESAR E CHAVEZ DR	Class B Tavern License	128	11/23/2025, 6:00 PM	1
19	Motherwit LLC	The People's Inn	Nicole A Blanks, Agt	1139 W MAPLE ST	Class B Tavern License		11/5/2025, 6:00 PM	1
20	SAN JOSE, LLC	CLUB GUADALAJARA	GUILLERMO RODRIGUEZ, Agt	1135 W LAPHAM BL	Class B Tavern License	240	11/23/2025, 6:00 PM	1
21	GOOD FORTUNE CORP	Mi Pueblo	Bakul H Desai, Agt	1700 W MITCHELL ST	Class A Malt & Class A Liquor License		11/10/2025, 6:00 PM	1
22	La Escondida	La Escondida	Josephine Vargas, SP	1400 W ORCHARD ST	Class B Tavern License		10/13/2025, 7:00 PM	1
23	TEQUILA NIGHT CLUB	TEQUILA NIGHT CLUB	GUSTAVO GUIZAR, JR, SP	1460 S MUSKEGO AV	Class B Tavern License	168	12/10/2025, 6:00 PM	1
24	DON JULIO'S BAR AND CLUB LLC	DON JULIO'S BAR AND CLUB	Ruben Medina-Perdomo, Agt	1537 S CESAR E CHAVEZ DR	Class B Tavern License	80	11/24/2025, 6:00 PM	1
25	Greater Milwaukee Association of the Deaf Inc	Greater Milwaukee Association of the Deaf	John A Szupica, Agt	1725 S 11th ST	Class B Tavern License	129	1/16/2026, 6:00 PM	1
26	CANTARITOS BAR, LLC	Passion Nightclub	FRANCISCO GOMEZ-ORTIZ, Agt	1566-1570 S MUSKEGO AV	Class B Tavern License	52	1/19/2026, 6:00 PM	1
27	Shree Ram 1401 LLC	Max Liquor & Food	Ushaben H Patel, Agt	1401 W GREENFIELD AV	Class B Tavern License		2/5/2026, 6:00 PM	1
28	TAQUERIA LOS GALLOS LLC	TAQUERIA LOS GALLOS	Gloria Cruz-Gomez, Agt	1800 S 13TH ST	Class B Tavern License		1/19/2026, 6:00 PM	1
29	MKE ULTRA LLC	MKE ULTRA	Brian J Hospital, Agt	1535 W MITCHELL ST	Class B Fermented Malt Beverage Retailer's License		2/9/2026, 6:00 PM	1
30	MKE ULTRA LLC	MKE ULTRA	Brian J Hospital, Agt	1535 W MITCHELL ST	Class C Wine Retailer's License		2/9/2026, 6:00 PM	1
31	La Sirenita Bar, LLC	La Sirenita Bar	FRANCISCO MARTINEZ VILLEGAS, Agt	1500 W MITCHELL ST	Class B Tavern License	80	3/2/2026, 6:00 PM	1
32	Escvzq Club 69 LLC	Club 69	Lourdes J Jeronimo, Agt	1663 S 11TH ST	Class B Tavern License		3/2/2026, 6:00 PM	1
33	AJ FOOD MART CORP.	Greenfield Pantry	Gurpreet Singh, Agt	1110 W Greenfield AV	Class A Malt & Class A Liquor License		4/13/2026, 7:00 PM	1
34	BUCKAROO LTD	Bryant's Cocktail Lounge	JOHN M DYE, Agt	1579 S 9th ST	Class B Tavern License	99	4/7/2026, 7:00 PM	1

35	TEXAS FOOD LLC	Texas Food	JASMINDER SINGH, Agt	1201 W NATIONAL AV	Class A Malt & Class A Liquor License		4/19/2026, 7:00 PM	1
36	J & E GROCERY STORE, LLC	LA HACIENDA	Jose Zaragoza, Agt	820 S CESAR E CHAVEZ DR	Class A Fermented Malt Beverage Retailer's License		5/25/2026, 7:00 PM	1
37	1110, CORP	Birrieria El Torito	JOSE G LOZOYA, JR, Agt	1108 W GREENFIELD AV	Class B Tavern License	25	5/19/2026, 7:00 PM	1
38	S.I. LIQUOR INC.	EL CHARRO LIQUOR	Kamaljeet Singh, Agt	1207 S CESAR E CHAVEZ DR	Class A Malt & Class A Liquor License		5/24/2026, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Tuesday, July 08, 2025



Notice of Public Hearing

Blank Notice

SINGH, Gurpreet, Agent
MAX LIQUOR AND FOOD at 1401 W GREENFIELD Av
Class B Tavern and Food Dealer Licenses Application

Friday, July 18, 2025 at 10:40 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 7/18/2025 at 10:40 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1312 W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1313 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1314 S 14TH ST	MILWAUKEE, WI 53204-2703
CURRENT OCCUPANT	1314 W GREENFIELD AVE	MILWAUKEE, WI 53204-2740
CURRENT OCCUPANT	1314A W GREENFIELD AVE	MILWAUKEE, WI 53204-2740
CURRENT OCCUPANT	1315 S 14TH ST	MILWAUKEE, WI 53204-2704
CURRENT OCCUPANT	1315 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1316 S 14TH ST	MILWAUKEE, WI 53204-2703
CURRENT OCCUPANT	1317 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1318 W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1320 W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1320A W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1321 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1321A W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1321B W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1322 W GREENFIELD AVE	MILWAUKEE, WI 53204-2740
CURRENT OCCUPANT	1322 W GREENFIELD AVE# A	MILWAUKEE, WI 53204-2740
CURRENT OCCUPANT	1324 W GREENFIELD AVE	MILWAUKEE, WI 53204-2740
CURRENT OCCUPANT	1325 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1326 W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1327 S 14TH ST	MILWAUKEE, WI 53204-2704
CURRENT OCCUPANT	1328 W GREENFIELD AVE# 1	MILWAUKEE, WI 53204-2742
CURRENT OCCUPANT	1328 W GREENFIELD AVE# 2	MILWAUKEE, WI 53204-2742
CURRENT OCCUPANT	1328 W GREENFIELD AVE# 3	MILWAUKEE, WI 53204-2742
CURRENT OCCUPANT	1328 W GREENFIELD AVE# 4	MILWAUKEE, WI 53204-2742
CURRENT OCCUPANT	1328 W GREENFIELD AVE# 5	MILWAUKEE, WI 53204-2742
CURRENT OCCUPANT	1328 W GREENFIELD AVE# 6	MILWAUKEE, WI 53204-2742
CURRENT OCCUPANT	1328 W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1329 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1329A W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1331 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1331A W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1332 W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1332A W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1333 W ORCHARD ST	MILWAUKEE, WI 53204-2772
CURRENT OCCUPANT	1336 W GREENFIELD AVE# 10	MILWAUKEE, WI 53204-2743
CURRENT OCCUPANT	1336 W GREENFIELD AVE# 11	MILWAUKEE, WI 53204-2743
CURRENT OCCUPANT	1336 W GREENFIELD AVE# 12	MILWAUKEE, WI 53204-2743
CURRENT OCCUPANT	1336 W GREENFIELD AVE# 13	MILWAUKEE, WI 53204-2743
CURRENT OCCUPANT	1336 W GREENFIELD AVE# 7	MILWAUKEE, WI 53204-2743
CURRENT OCCUPANT	1336 W GREENFIELD AVE# 8	MILWAUKEE, WI 53204-2743
CURRENT OCCUPANT	1336 W GREENFIELD AVE# 9	MILWAUKEE, WI 53204-2743
CURRENT OCCUPANT	1338 W ORCHARD ST	MILWAUKEE, WI 53204-2771
CURRENT OCCUPANT	1339 W GREENFIELD AVE	MILWAUKEE, WI 53204-2741
CURRENT OCCUPANT	1339 W ORCHARD ST	MILWAUKEE, WI 53204-2772
CURRENT OCCUPANT	1339 W ORCHARD ST# A	MILWAUKEE, WI 53204-2772

CURRENT OCCUPANT	1400 W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1400A W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1401 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1401A W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1404 W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1404 W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1404A W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1405 W GREENFIELD AVE# 1	MILWAUKEE, WI 53204-2782
CURRENT OCCUPANT	1405 W GREENFIELD AVE# 2	MILWAUKEE, WI 53204-2782
CURRENT OCCUPANT	1405 W GREENFIELD AVE# 3	MILWAUKEE, WI 53204-2782
CURRENT OCCUPANT	1405 W GREENFIELD AVE# 4	MILWAUKEE, WI 53204-2782
CURRENT OCCUPANT	1405 W ORCHARD ST	MILWAUKEE, WI 53204-2774
CURRENT OCCUPANT	1408 W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1408 W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1408A W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1408B W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1408C W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1409 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1409 W ORCHARD ST	MILWAUKEE, WI 53204-2774
CURRENT OCCUPANT	1411 W MADISON ST	MILWAUKEE, WI 53204-2226
CURRENT OCCUPANT	1412 S 15TH ST	MILWAUKEE, WI 53204-2760
CURRENT OCCUPANT	1412 S 15TH ST# A	MILWAUKEE, WI 53204-2760
CURRENT OCCUPANT	1412 W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1412 W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1412A W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1412B W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1413 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1413 W ORCHARD ST	MILWAUKEE, WI 53204-2774
CURRENT OCCUPANT	1413A W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1414 W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1414 W GREENFIELD AVE# A	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1415 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1415 W MADISON ST	MILWAUKEE, WI 53204-2226
CURRENT OCCUPANT	1416 S 14TH ST	MILWAUKEE, WI 53204-2752
CURRENT OCCUPANT	1416 W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1416A S 14TH ST	MILWAUKEE, WI 53204-2752
CURRENT OCCUPANT	1416A W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1417 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1417 W ORCHARD ST	MILWAUKEE, WI 53204-2774
CURRENT OCCUPANT	1417A W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1420 W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1421 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1421A W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1422 S 14TH ST	MILWAUKEE, WI 53204-2752
CURRENT OCCUPANT	1423 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1424 W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1424A W ORCHARD ST	MILWAUKEE, WI 53204-2773

CURRENT OCCUPANT	1424B W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1425B W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1426 S 14TH ST	MILWAUKEE, WI 53204-2752
CURRENT OCCUPANT	1428 W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1428A W ORCHARD ST	MILWAUKEE, WI 53204-2773
CURRENT OCCUPANT	1430 W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1430A W GREENFIELD AVE	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1431 W GREENFIELD AVE# 1	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1431 W GREENFIELD AVE# 2	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1431 W GREENFIELD AVE# 3	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1431 W GREENFIELD AVE# 4	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1431 W GREENFIELD AVE# 5	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1431 W GREENFIELD AVE# 6	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1431 W GREENFIELD AVE# 7	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1432 S 15TH ST	MILWAUKEE, WI 53204-2760
CURRENT OCCUPANT	1433 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1433A W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1434 W GREENFIELD AVE# 1	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1434 W GREENFIELD AVE# 2	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1434 W GREENFIELD AVE# 3	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1434 W GREENFIELD AVE# 4	MILWAUKEE, WI 53204-2764
CURRENT OCCUPANT	1436 S 15TH ST	MILWAUKEE, WI 53204-2760
CURRENT OCCUPANT	1437 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1439 W GREENFIELD AVE	MILWAUKEE, WI 53204-2765
CURRENT OCCUPANT	1504 S 14TH ST	MILWAUKEE, WI 53204-2754

Blank Notice

Total Records: 118

Radius 250 feet and Center of the Circle: 1401 W Greenfield Av



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: ☐ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☐ Delivery ☐ Drive Thru ☐ Dining Room
☐ Self Service Laundry ☐ Massage Establishment ☐ Filling Station
☐ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

Do you have any experience operating this type of business? ☒ No ☐ Yes If yes, explain:

2. Business Operations

- a. Proposed Opening Date: 07/01/2025
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☐ No ☒ Yes If yes, list type of license: LIQUOR & FOOD
- e. Is the current licensee operating? ☐ No ☒ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☐ Pressure Wash ☒ Pick Up Litter ☐ Other: _____
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☒ As Needed ☐ Monthly ☐ Other: _____
- c. Grounds cleaned by: ☒ Licensee ☐ Building Owner ☒ Employees ☐ Hired Maintenance ☐ Other: _____
- d. How are noise issues prevented and/or addressed? ☐ Security ☒ Manager approaches customer(s) ☐ Call Police
☒ Signs Posted ☐ Other: _____
- e. Will a sound amplification system be used? ☒ No ☐ Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 2 Locations: MP THE COURT AND IN STOPS
Outside: ☒ Locations: TOWARDS THE SIDE FACING 14TH STREET
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? 1
- e. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☐ Other: _____

5. Security

- a. Are there onsite parking spaces? ☒ No ☐ Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? ☒ No ☐ Yes If yes, describe the loading area security plan: _____
- c. Will you have licensed security on premise? ☒ No ☐ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? _____
Describe equipment used _____
List their License Number (s) _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 14 and list locations: INSIDE STORE & SURROUND THE STORE
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>15</u> %	Food <u>80</u> % Cigarettes, Electronic Vape Devices, Tobacco Products <u>5</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %
			Other _____ % Describe: _____

7. Businesses/Licenses on the Premises (check all that apply):

Type 1

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input type="checkbox"/> Night Club | <input type="checkbox"/> Tavern | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Teen Club |
| <input type="checkbox"/> Banquet Hall | <input type="checkbox"/> Sports Facility | <input type="checkbox"/> Bowling Alley | |
| <input type="checkbox"/> Hotel/Motel : Number of Floors: _____
Number of Rooms: _____ | <input type="checkbox"/> Rooming House: Number of Floors: _____
Number of Rooms: _____ | | |

Type 2

- | | | | |
|--|--|--------------------------------------|---|
| <input checked="" type="checkbox"/> Liquor Store | <input type="checkbox"/> Corner Store | <input type="checkbox"/> Supermarket | <input type="checkbox"/> Convenience Store |
| <input type="checkbox"/> Gas Station | <input type="checkbox"/> Amusement/Phonograph Distributor | | <input type="checkbox"/> Recycling, Salvage or Towing |
| <input type="checkbox"/> Used Car Dealer | <input type="checkbox"/> Personal Service Establishment
(such as tattoo business, hair salon, tailor, etc.) | | <input type="checkbox"/> Recording Studio |

What other licenses/permits will you hold at this location? (check all that apply)

- | | | | | | |
|--|--|---------------------------------------|---|---|---|
| <input type="checkbox"/> Occupancy Permit | <input checked="" type="checkbox"/> Cigarette, Tobacco, Electronic Vape Products | <input type="checkbox"/> Gas Station | <input type="checkbox"/> Extended Hours | <input type="checkbox"/> Class "B" Tavern | <input type="checkbox"/> Weights & Measures |
| <input type="checkbox"/> Secondhand Dealer | <input type="checkbox"/> Precious Metal & Gem | <input type="checkbox"/> Other: _____ | | | |

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity _____ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

☒ 1st Floor ☐ 2nd Floor ☒ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☐ Other: Describe: _____

b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____

c. Nearest Major Cross Street: W GREENFIELD ST

d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____

e. Describe Premises Structure: ☐ Single Story ☐ Multi-Story - # of Stories _____ ☐ Other: _____

f. Describe Surrounding Area: ☐ Commercial ☒ Residential ☐ Industrial ☐ Other: _____

g. Building Owner Name: GURPREET SINGH Phone Number: 412-742-1546

Building Owner Address: 7577 S. JOSHUA CT., FRANKLIN, WI 53132

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes


Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	8:00 AM	9:00 PM	100		
Monday	8:00 AM	9:00 PM	100		
Tuesday	8:00 AM	9:00 PM	100		
Wednesday	8:00 AM	9:00 PM	100		
Thursday	8:00 AM	9:00 PM	100		
Friday	8:00 AM	9:00 PM	100		
Saturday	8:00 AM	9:00 PM	100		

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)


Signature of Sole Proprietor, Partner, or 20% or more Shareholder
(If there are no 20% or more shareholders, Corporate Officer-print name/title and sign)

Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Legal Entity Name: FIVE RIVER ENTERPRISE LLC

Premise Address: 1401 W GREENFIELD AVE, MILWAUKEE WI 53204

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☒ Own ☐ Lease

b) Who owns the fixtures (for example, coolers, etc.)? OWN

c) Are you purchasing the stock and/or fixtures? ☐ No ☒ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ T.O.B.E. DECLARE

e) Total amount paid for goodwill of the business \$ _____

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☐ No ☒ Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins _____ Ends _____

b) Monthly rental \$ _____

c) Do you have an option to renew the lease? ☐ No ☐ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? _____


Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☐ No ☐ Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? ☐ No ☐ Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☒ No ☐ Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature


Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- ☐ Detailed floor plan
☐ If a restaurant, copy of the menu

**FOOD DEALER LICENSE PLAN OF OPERATION**

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: FIVE RIVERS ENTERPRISE LLC

Premises Address: 1401 W. GREENFIELD AVE, MILWAUKEE, WI 53204

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

☒ Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

☒ Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? ☒ Yes ☐ No

A convenience store contains less than 7,500 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

☐ Bed & Breakfast

☐ Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? ☒ No ☐ Yes If yes, what percentage of food sales will be wholesale?

☐ Less than 25%

☐ 25% or More AND:

☐ Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

☐ NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? ☐ No ☒ Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? ☐ No ☒ Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: MILK, ICE CREAM & cheese

SECTION 4 DETAILS OF OPERATION

- Will you have seating on site for dining? ☒ No ☐ Yes
- Will you be doing any catering? ☒ No ☐ Yes
- Will you be doing any delivery? ☒ No ☐ Yes
- Will you have outdoor activities? ☒ No ☐ Yes - Check all that apply: ☐ Bar ☐ Cooking/Grilling ☐ Dining
- Will you have a drive thru window? ☒ No ☐ Yes - Are hours different from inside? ☐ No ☐ Yes
If Yes, provide drive thru hours: _____
- Will scales or barcode scanners be used? ☐ No ☐ Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?

- ☒ At a single site ☐ At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?

- ☒ No If No, SKIP to Section 7
- ☐ Yes If Yes, check all that apply: ☐ New construction of a building ☐ Renovation or remodeling
☐ Construction changes to existing building ☐ Equipment changes only

Provide a brief description of the changes: _____

Start date: _____

Name, Address & Phone Number of Architect: _____

Name, Address & Phone Number of Contractor: _____

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?

- ☐ No If No, SKIP to Section 8
- ☒ Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
☒ Immediately ☐ At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

G.S.

I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

G.S.

I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

G.S.

I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

G.S.

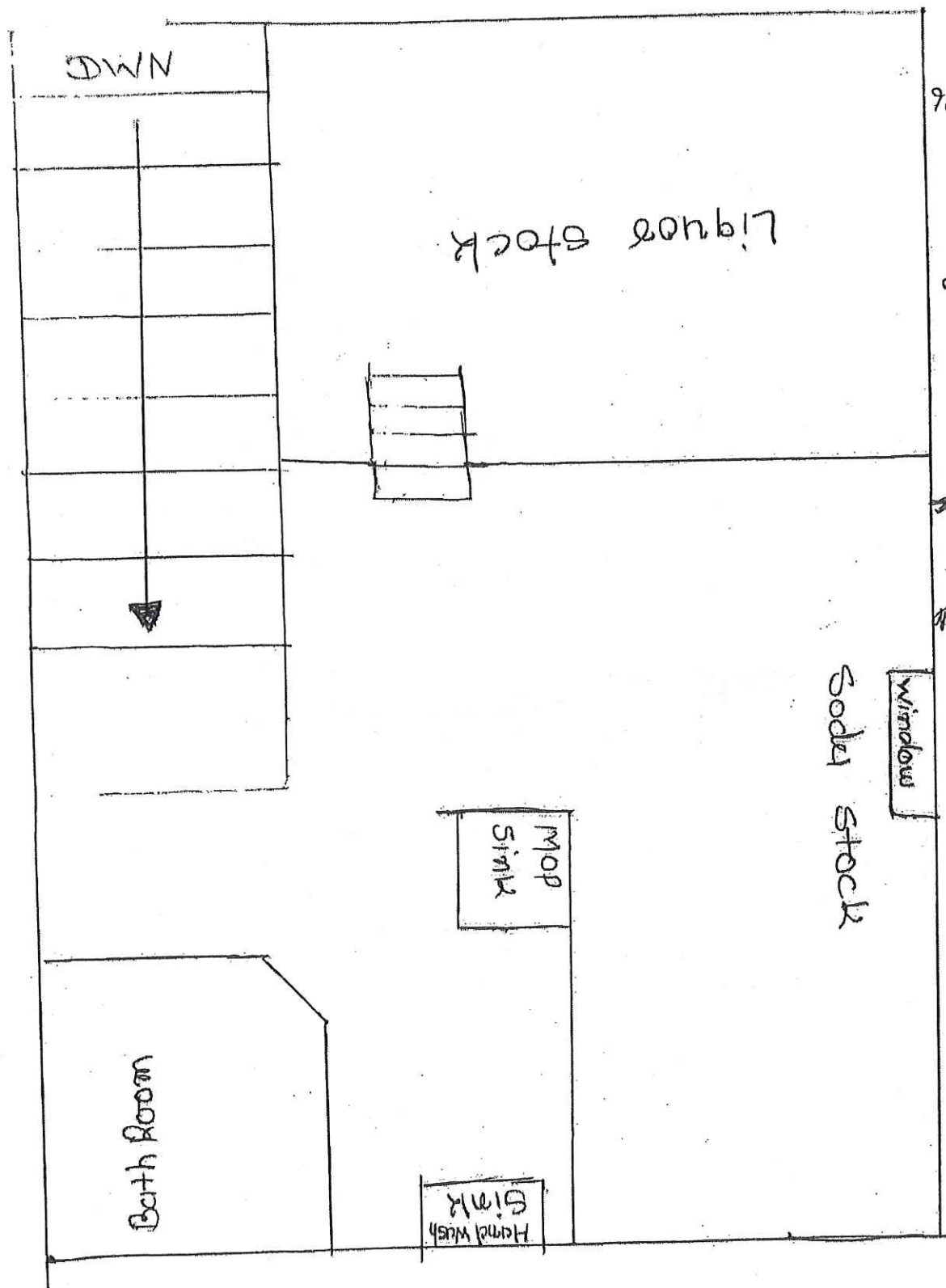
I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

G.S.

I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: G. S. [Signature]

Signature of Additional Partner: _____



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